

MARKETING SPECIALIST

I. TITLE DEFINITIONS

MARKETING SPECIALIST

Positions allocated to this title definition develop, implement and evaluate marketing, promotional and outreach programs which promote the sales and usage of state services, products, programs, facilities, activities and special events; conduct strategic marketing research and analysis; develop and implement annual marketing plans for the assigned program; develop and apply marketing data-gathering instruments such as surveys, opinion polls, or questionnaires on and interpret results of such studies; develop promotional items, activities, events, and publications to publicize the assigned program's services or products; develop records and reports to analyze the trends and success of various promotional campaigns and activities; develop or coordinate the development of advertising, public service announcements, and publications for the assigned program; and develop marketing and merchandising policies, procedures, and manual chapters. Work is performed under general supervision.

MARKETING SPECIALIST - SENIOR

Positions allocated to this level perform all of the duties identified at the Marketing Specialist level and in addition administer the most complex marketing and promotional programs within state service. Positions allocated to this level differ from the Marketing Specialist level in the scope, impact, variety, and complexity of the marketing and promotional programs administered; the complexity of the program knowledge required; the number and variety of programs administered; the broader variety and larger number of publications, radio, TV, Internet and other electronic media productions used in the marketing and promotional programs; and the fiscal impact of those programs. Work is performed under general supervision.

II. RELATED TITLES

Communication Specialist, Publications Editor.